ORDER



 Orders
 Order / Rev:
 37675

 Alt Order #:
 08887781

 Product Desc:
 Horsford/DCCC

Estimate: 2193

Flight Dates: 10/23/12 - 10/24/12

Original Date / Rev: 10/22/12 / 10/22/12

Order Type: GENERAL

KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Agency

Name: GMMB

Buying Contact:

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name:

Priority:

Horsford - DCCC

Demographic:

A35+

Product Codes:

PO1 LV1

Revenue Codes:

AGY, POL, CAND

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/01/12 | 10/28/12 | 7 | \$5,925.00 | \$5,036.25 |
| 10/29/12 | 10/29/12 | 3 | \$2,125.00 | \$1,806.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating | |
|---------------|---------|--------------|------------|--------|--|
| October 2012 | 7 | \$5,925.00 | \$5,036.25 | 0.00 | |
| November 2012 | 3 | \$2,125.00 | \$1,806.25 | 0.00 | |
| Totals | 10 | \$8,050.00 | \$6,842.50 | 0.00 | |

00:15:00

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % | |
|-------------------|--------------|--------------|-------------------------------|---------|--|
| Mike Jones | | | Start Of Order - End Of Order | 100% | |

| Order Share | Share | Total | | |
|-------------|-------|-------------|--|--|
| KLAS | 30% | \$8,050.00 | | |
| Market | 100% | \$26,833.33 | | |

| Competitive Share | Share | Total | | |
|-------------------|-------|------------|--|--|
| CABLE | 0% | \$0.00 | | |
| KBLR | 0% | \$0.00 | | |
| KFBT | 0% | \$0.00 | | |
| KINC | 0% | \$0.00 | | |
| KTNV | 25% | \$6,708.33 | | |
| KTUD | 0% | \$0.00 | | |
| KVBC | 0% | \$0.00 | | |
| KVVU | 5% | \$1,341.67 | | |
| KVWB | 0% | \$0.00 | | |
| LV1 | 0% | \$0.00 | | |
| UNKWN | 0% | \$0.00 | | |

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|-----------|----------|----------|-------------------|------------|-------------|-----------|--------|-----|-------------|----------|-------|----------|
| E 1 8 | 10/23/12 | 10/29/12 | 8 News Now 6a M-R | = CM | 6-7a | MTW | :30 | 1 | \$275.00LV1 | 0.00 NM | 1 | \$275.00 |
| | | | 8 News Now 6a M- | F | | | | | | | | |
| 8 NEWS | S NOW | | | | | | | | | | | |
| Sta | rt Date | End Date | Weekdays S | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10/ | 23/12 | 10/29/12 | MTW | 1 | \$275.00 | 0.00 | | | | | | |
| E 2 8 | 10/23/12 | 10/29/12 | - | CM | 7-9a | MTW | :30 | 1 | \$200.00LV1 | 0.00 NM | 1 | \$200.00 |

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KLAS

Order / Rev: 37675

Advertiser:

Horsford - DCCC

Alt Order #:

08887781

Product Desc:

110101010

Horsford/DCCC

Flight Dates:

10/23/12 - 10/24/12

Estimate:

2193

Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch Start End **Inventory Code** Break CBS This Morning 7-9a **CBS This Morning CBS THIS MORNING Weekdays** Spots/Week Rate Rating Start Date **End Date** 0.00 10/29/12 MTW----\$200.00 Week: 10/23/12 :30 \$300.00LV1 0.00 NM \$300.00 CM 9-10a MTW----10/23/12 10/29/12 Live w/Kelly E 3 Live w/Kelly LIVE! WITH KELLY Spots/Week Rating **End Date Weekdays** Rate Start Date \$300.00 MTW----0.00 Week: 10/23/12 10/29/12 \$450.00LV1 0.00 NM \$450.00 8 10/23/12 10/29/12 Price Is Right CM 10-11a MTW----:30 1 1 Price Is Right PRICE IS RIGHT Weekdays Spots/Week Rate Rating Start Date **End Date** Week: 10/23/12 10/29/12 MTW----\$450.00 0.00 8 News Now 4p M-F 4-5p :30 1 \$1,575.00LV1 0.00 NM \$1,575.00 CM MTW----8 10/23/12 10/29/12 E 5 (4:30 PM-5:00 PM) 8 News Now 4p M-F 8 NEWS NOW AT 4PM & 430PM Rating Spots/Week Start Date End Date **Weekdays** Rate MTW----1 \$1,575.00 0.00 Week: 10/23/12 10/29/12 8 News Now 5-630p M-FCM 5-630p MTW----:30 1 \$1,750.00LV1 0.00 NM \$1,750.00 8 10/23/12 10/29/12 8 News Now 5-630p M-F **8 NEWS NOW ROTATION** Spots/Week Rating Start Date **End Date** Weekdays Rate MTW----1 \$1,750.00 0.00 Week: 10/23/12 10/29/12 :30 1 \$1,400.00LV1 0.00 NM 1 \$1,400.00 630-7p Inside Edition 630-7p E 7 8 10/23/12 10/29/12 CM MTW----Inside Edition INSIDE EDITION Spots/Week Rating **Start Date End Date** Weekdays Rate MTW----\$1,400.00 0.00 Week: 10/23/12 10/29/12 MTW----:30 1 \$1,225.00LV1 0.00 NM \$1,225.00 E 8 10/23/12 10/29/12 7-8p Rotator CM 7-8p 8 7-8p Rotator ET/INSIDER Start Date **End Date** Weekdays Spots/Week Rate Rating MTW----\$1,225.00 10/29/12 0.00 Week: 10/23/12 MTW----\$600.00LV1 0.00 NM \$600.00 :30 1 E 9 10/23/12 10/29/12 8 News Now 11p M-F CM 11-1135p 8 News Now 11p M-F 8 NEWS NOW AT 11PM Weekdays Spots/Week Rate Rating Start Date End Date 10/29/12 MTW----\$600.00 0.00 Week: 10/23/12 :30 \$275.00LV1 0.00 NM \$275.00 10/23/12 10/29/12 CM 1135p-1237a MTW----E 10 Letterman Letterman LATE SHOW w. LETTERMAN Start Date **End Date** Spots/Week Rating **Weekdays** Rate MTW----\$275.00 0.00 Week: 10/23/12 10/29/12 Totals 10 \$8,050.00